

## **WORK EXPERIENCE**

### **Nintex, Brand Content Strategist, 2024-present**

- Develop and lead comprehensive brand content strategy based on rigorous audience research and market analysis, translating insights into strategic recommendations that inform leadership decisions and drive business objectives
- Manage content agency and contractor relationships, deliverables, and budgets across multiple concurrent programs, ensuring high-quality outcomes from inception to completion
- Conduct primary research through structured executive and stakeholder interviews, actively listening to uncover strategic priorities and validate hypotheses, then distilling findings into actionable intelligence to inform decision-making
- Create and present highly strategic content recommendations to C-suite executives, connecting market intelligence and audience insights to business implications through clear, persuasive narratives
- Partner with cross-functional teams to define and frame strategic content challenges, developing structured solutions and optimizing performance through data-driven analysis of channel metrics
- Led end-to-end survey research projects, including questionnaire design, quantitative/qualitative analysis, and creation of executive-ready reports that synthesized findings into actionable intelligence and led to 20%+ form fills
- Directed content strategy and messaging architecture for comprehensive website rebrand, collaborating with internal stakeholders and external partners to deliver cohesive brand experience

### **HTLF Bank, Head of Content Strategy, 2023**

- Conducted market research and analyzed customer data to uncover audience insights, translating findings into comprehensive, integrated content strategies aligned with overall marketing goals and inform market positioning
- Presented strategic content recommendations to senior leadership, building buy-in through compelling narratives that connected market intelligence to business outcomes and ROI potential
- Built and managed team of content creators and agency partners, establishing content standards and editorial processes to ensure consistency, quality, and on-time delivery within budget
- Monitored and analyzed content performance metrics across all marketing channels, delivering data-driven strategic recommendations that improved SEO, engagement, and effectiveness

### **Hyland Software, Team Lead of Content Strategy, 2018-2023**

- Led team of content strategists in creating 30+ strategic marketing campaigns annually, conducting regular competitive intelligence analysis and recommending positioning based on market opportunities and emerging trends
- Developed product marketing and positioning frameworks for healthcare, government, and higher education industries, partnering with product teams to inform go-to-market strategy through market analysis and customer insights
- Directed integrated digital content strategy that increased MQLs by 15%+ from website, analyzing user journey data and synthesizing insights to inform navigation, personalization, and optimization recommendations
- Created award-winning digital thought leadership publication reaching 2,500+ global executives, distilling complex market dynamics and industry trends into clear, strategic perspectives
- Analyzed content performance metrics and user behavior data across owned properties, identifying patterns and delivering strategic recommendations that improved organic traffic 20%, session duration 68%, and engagement 13%

## **Lexmark Enterprise Software (formerly Perceptive Software)**

Community Content Manager and Editor of *InContext* Digital Thought Leadership Magazine, 2012–2017

- Directed thought leadership content strategy by identifying market opportunities and collaborating with executives, industry experts, and external influencers to create strategic content addressing stakeholder needs
- Conducted research and analysis to develop compelling narratives across multiple formats (reports, articles, interactive guides), translating complex industry trends into clear insights for executive audiences
- Partnered with designers and project managers to lead complete website overhaul of InContextMag.com, resulting in 250% increase in monthly traffic, 350%+ growth in social following, and 300%+ increase in newsletter subscriptions
- Monitored and analyzed website and social media performance metrics, delivering data-driven recommendations and implementing ongoing optimizations to improve engagement and reach
- Served as brand advocacy product manager, educating employees on content marketing strategy while gathering feedback to inform brand positioning and digital marketing approach

## **Jenni Valentino Content Marketing LLC., 2012-present**

As an independent writer, editor, consultant and content strategist, I have:

- Developed personal brands and written strategically aligned thought leadership content for executives
- Developed strategic messaging and positioning recommendations for leaders across industries, grounding frameworks in competitive analysis, market trends, and customer insights
- Developed brand messaging and compelling, effective content for leaders and organizations around the country
- Transformed content strategy, management and distribution tactics for a large nonprofit healthcare organization
- Earned the title of top-performing content producer for a global media audience of more than 50 million
- Developed and managed a digital communications strategy and brand for an international furniture manufacturer

## **EDUCATION**

**Bachelor of Arts in English** · University of Kansas · Lawrence, Kansas

## **TECHNICAL SKILLS**

Experienced with: Adobe Creative Cloud, Eloqua and ExactTarget email marketing software, Google Analytics, HubSpot, Microsoft Office applications including PowerPoint, Google Slides, Salesforce, search engine optimization (SEO), social media marketing tools including Hootsuite and Sprout Social, web publishing platforms including Adobe Experience Manager (AEM), Medium, Sitecore and Wordpress, Vocus Media Release Management System, various brand advocacy platforms including Social Chorus and Dynamic Signal

## **ADDITIONAL HONORS, AWARDS AND AFFILIATIONS**

- Created Complete View, a 2021 finalist for Content Marketing Awards' Best New Digital Publication
- Received exclusive Lexmark *Rising Star* designation for leadership potential
- Won (3) Hermes Awards for overall publication and individual articles
- Won multiple MarCom awards for feature and news writing
- Former PRSA Ambassador
- IABC Kansas City
- KU Alumni Association
- Kappa Kappa Gamma House Board member
- Volunteer relationship with organizations including: HappyBottoms, Kansas City AIDS Walk, Kansas City Waddell & Reed Marathon, The Mission Project, Save Inc., StopGap Inc.